



Department of Management Faculty Of Business and Economics Universitas Surabaya

CHALLENGES AND OPPORTUNITIES OF THE LEADING EDGE IN WORLD CLASS SUPPLY CHAIN MANAGEMENT



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LOGISTIC SERVICE QUALITY
IN PT MENTARI SEJATI PERKASA (MSP) SURABAYA

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INTISARI

PT MSP merupakan badan usaha yang bergerak di bidang jasa angkutan kontainer melalui jalur laut. Dalam melayani pelanggannya, kualitas layanan yang ditawarkan PT MSP sangat penting untuk mengevaluasi layanan yang selama ini diberikan kepada pelanggan. Penelitian ini bertujuan untuk menggambarkan perbedaan kualitas layanan logistik di PT MSP berdasarkan persepsi pelanggan perusahaan dan perseorangan.

Jenis penelitian yang digunakan adalah deskriptif konklusif. Target populasi adalah pelanggan PT MSP di Surabaya, yang terdiri dari pelanggan perseorangan dan perusahaan. Jumlah populasi dalam penelitian ini teridentifikasi, yaitu terdiri dari 238 pelanggan perseorangan dan 361 pelanggan perusahaan. Dengan demikian, penelitian ini menggunakan Probability Pampling dengan tingkat kesalahan 5% (0,05).

Temuan utama penelitian adalah menunjukan adanya perbedaan persepsi pelanggan perusahaan dan perseorangan terhadap kualitas layanan logistik lebih tinggi dibandingkan pelanggan perseorangan.

Kata Kunci: Kualitas layanan, logistik, kualitas layanan logistik

ABSTRACT

PT MSP is a business entity engaged in container transport by sea. In serving customers, the quality of service offered by PT MSP is very important to evaluate the service that had been provided to the customer. This study aims to portray the difference in quality of logistics services in PT MSP based on customer perception and individual companies.

This type of research is descriptive conclusive. The target population is PT MSP customers in Surabaya, which consists of individuals and corporate customers. Total population in this study was identified, which is composed of 238 individual customers and 361 corporate customers. Thus, this study uses Probability Sampling with an error rate of 5% (0.05).

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